

# LinkedIn Profile Best Practices

## Or: How not to blow your chance at a job

Nick Ross

August 27, 2016

# Overview

Header

Summary

Background

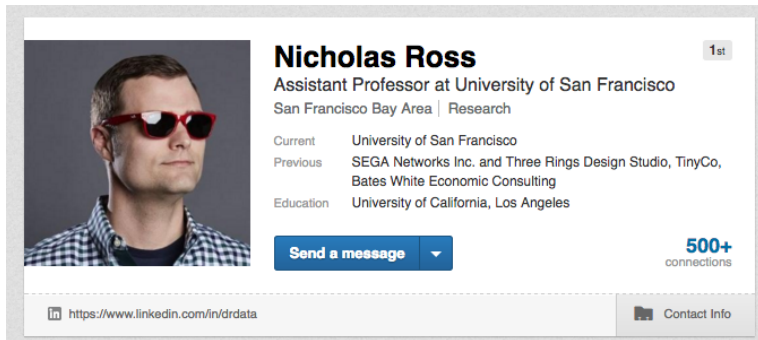
Skills / Endorsement

Education

Secondary Components

Other Random Advice





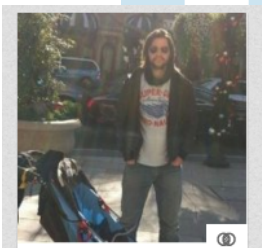
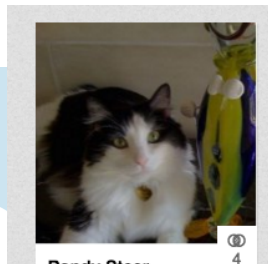
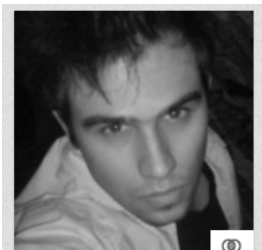
The screenshot shows a LinkedIn profile header for Nicholas Ross. On the left is a profile picture of a man with short brown hair wearing red sunglasses and a blue and white checkered shirt. To the right of the picture, the name "Nicholas Ross" is displayed in bold black text, with a "1st" badge in a grey box to its right. Below the name is the title "Assistant Professor at University of San Francisco" and the location "San Francisco Bay Area | Research". Further down, a table lists his work and education history. At the bottom of the header section is a blue button that says "Send a message" with a dropdown arrow, and to its right, it says "500+ connections". Below the header section is a grey bar containing a LinkedIn icon, a custom URL "https://www.linkedin.com/in/drdata", and a "Contact Info" button with a folder icon.

Current	University of San Francisco
Previous	SEGA Networks Inc. and Three Rings Design Studio, TinyCo, Bates White Economic Consulting
Education	University of California, Los Angeles

<https://www.linkedin.com/in/drdata> [Contact Info](#)

- ▶ Picture: **Professional** (is the above?)
- ▶ Optional: Custom URL
- ▶ Your Title: Masters Candidate in Analytics at USF

# Bad Photos



# Summary

## Background



### Summary

I'm passionate about building things from the ground up and bringing them to market to make a splash. I'm a mobile media specialist, with experience on the demand and supply side, including in product, business development, marketing, and strategy roles. I bring a holistic view to developing, launching, and marketing new mobile products.

Specialties: Go-to-market strategy, App Marketing, Mobile Advertising, Strategic Partnerships, Forecasting, Data Analysis, Mopub, Programmatic Advertising, Ad Mediation, Yield Optimization, Monetization, Deal Negotiation, Cross-functional collaboration

# Summary (cont.)

- ▶ Optional
- ▶ **Bad Grammar = No Job**
- ▶ Short. Less than a few sentences
- ▶ Active verbs
- ▶ “Seeking entry level position...”
- ▶ A bit about you:
  - ▶ I do not care about how many goals you scored in high school soccer
  - ▶ Can have some fun with it, but not too clever
- ▶ A bad LinkedIn profile will cost you more jobs than a good one will get you

## Experience

[+ Add position](#)

### Assistant Professor of Accounting and Analytics

University of San Francisco



January 2014 – Present (2 years 7 months) | San Francisco Bay Area

My academic interest lies in thinking about how asymmetric information affects decision making. In accounting this includes understanding a market's response to information disclosure. On the analytics side, this may mean determining the optimal pricing structure in a video game economy. The research that I conduct (hopefully!) simplifies complex problems down to understandable concepts that are useful to practitioners.

I teach in two programs at USF: the Masters of Analytics Program and in the School of Management. In my classes, I leverage my real world experiences to motivate complex ideas. In

## Background (cont.)

- ▶ Non-educational experiences
- ▶ Verify Dates and Titles
- ▶ If you were promoted, put final title with a note in description
- ▶ Only non-educational experiences
- ▶ Be short and use active words
- ▶ Bullets are okay
- ▶ If you use a company logo make sure that it is correct

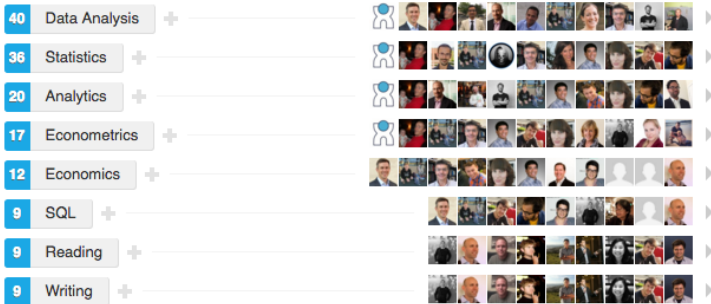


# Skills / Endorsement



## Skills

### Top Skills



- Useful for SEO reasons



## Education

### **University of California, Los Angeles**

PhD, Management

2007 – 2012



Coursework in Econometrics, Economics, Accounting and Finance. Teaching Assistant for Financial Accounting for both Undergraduate and MFE (Master of Financial Engineering) students and Managerial (Cost) Accounting for MBA students.

### **University of California, Davis**

MA, Economics

2006 – 2007

PhD coursework in Microeconomics, Macroeconomics, Econometrics and Economic History.

University of California, Berkeley

- ▶ Do not list every course you have taken
- ▶ Do not put your High School. Or any High School achievements, unless they are spectacular

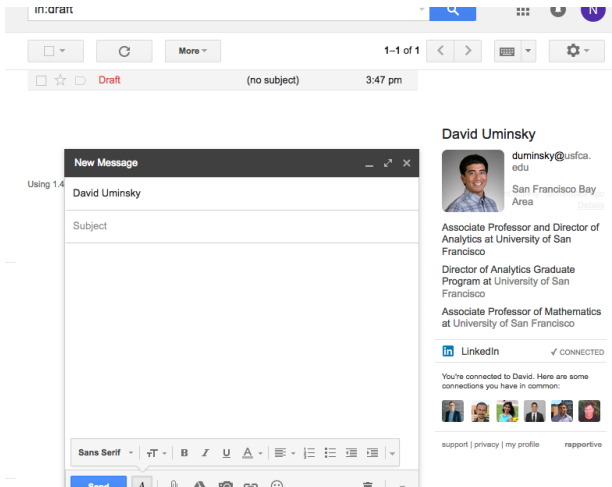
# Languages, Honors and Awards, Courses, Patents, Certifications, etc.

- ▶ Adding additional information is fine – but make sure that it is relevant and inoffensive
  - ▶ “Won Kaggle competition” vs. “Won Delta-Iota-Kappa Beer Pong Fundraiser”
  - ▶ If you have done an online/MOOC certificate, this is the place to put it
  - ▶ You can put normal coursework here or in the education section, don’t double up
  - ▶ You can also put down interesting projects you have worked on, but make sure you have permission

# Other Random Advice

- ▶ No test scores
- ▶ “Actively Seeking” – Eliminate this phrase entirely ... it translates to “Desperately Seeking”
- ▶ “Experience” – Do not include menial / trivial past jobs and experiences that do not contribute to your personal brand
- ▶ Make sure your profile is sufficiently viewable

# Rapportive



- Gmail extension which will look up who you are communicating with